

**ABSTRACT OF THE DISCLOSURE**

A shoelace fastener is provided for a shoe that includes a shoelace having a pair of distal lace segments. The shoelace fastener includes a pair of fastener bodies formed with a pair of through holes, respectively. Each of the fastener bodies has a clamping pin partitioning a respective through hole into a lace entry side and a lace exit side. The distal lace segments are extendable through the lace entry side, over a respective clamping pin, and into the lace exit side of the through hole in the respective fastener body. Tension applied by the shoe on the shoelace enables the clamping pins to clamp the distal lace segments against the fastener body. Pulling of the fastener bodies through a pull unit results in loosening of the shoe.